



“THE BIRTHPLACE OF THE STATE OF NEW YORK”  
OFFICE OF THE MAYOR

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**For Immediate Release:**

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## **White Plains Launches *ParkWhitePlains*, Mobile Parking App 1<sup>st</sup> Municipal Mobile Parking App in Westchester**

**WHITE PLAINS, NY – May 4, 2015.** Parking in White Plains is getting a whole new look. Mayor Tom Roach today introduced *ParkWhitePlains*, a new mobile parking payment technology designed for the City. This new application is replacing the current mobile payment system, Pay-by-Phone. The *ParkWhitePlains* app will bring increased convenience and ease of use along with custom features developed for White Plains.

The app builds on the City’s efforts over the past several years to utilize technology to make parking easier and help parkers avoid getting tickets. The number of parking tickets issued in the City has been steadily decreasing over the past five years. It is expected that this app will further contribute to that trend.

“This is the type of technology our residents, businesses, shoppers and work force can embrace and get excited about. No other municipality in Westchester has a parking infrastructure like White Plains,” said Mayor Roach. “We’re leveraging our network of municipally-owned garages and lots to make parking easier, faster, more convenient, and less stressful.”

(More)



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When the app launches on May 4, parkers will be able to utilize it for parking in most of the City’s off-street meters. The service will expand to the on-street meters later this year. Parkers can easily download *ParkWhitePlains* through the App Store for iPhone and Google Play Store for Android. Parkers can also manage their parking through the *ParkWhitePlains* mobile web application, which is accessible on any device with an internet connection at [ParkWhitePlains.com](http://ParkWhitePlains.com).

The *ParkWhite Plains* app is free and offers a quick registration process. It allows parkers to easily and quickly pay for parking without utilizing a meter, manage their parking, and extend their parking time remotely. The app offers a visual countdown timer to help parkers keep track of the time left in their parking session.

And there’s more. *ParkWhitePlains* will also display public parking locations in the City to help parkers find the public garages and lots most convenient to where they want to go. Another exciting feature of *ParkWhitePlains* is its merchant validation option. This gives city merchants the opportunity to pay for all or part of a customer’s parking session. From the merchant perspective, the validation system is easy to use and can be customized to best meet the needs of individual businesses. It’s also a great way for city merchants to promote their business. As parkers enter a particular garage or lot, information about merchants located nearby who are also participating in the merchant validation system will pop up, including business name, address, and the specific parking discount offered. Such information will be readily available for parkers to see.

Passport, the industry leader in mobile payments, was selected to provide a private label application for the City of White Plains following successful private-label launches in numerous cities nationwide as well as internationally. Recent launches include the cities of Boston, Toronto, and Chicago.



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“We’re thrilled to provide the White Plains community with the most advanced mobile payment technology in the industry”, said John Larson, Commissioner of Parking at the City of White Plains. “We continuously strive to improve the parking experience for our community, and we believe that the solution Passport offers will allow us to do so for years to come.”

**About Passport**

Passport is the industry-leading mobile payments company specializing in integrated urban mobility solutions. The company provides feature rich software platforms that offer parking and transit agencies a more effective and efficient way to manage their operations and serve their customers. Passport’s mobile payment systems are deployed in over 1,000 locations in 43 states and provinces across the US and Canada, with clients such as Chicago, Toronto and Boston.

Headquartered in Charlotte, NC, Passport is backed by a highly respected group of investors, including Grotech Ventures and Relevance Capital. For more information, please visit [www.gopassport.com](http://www.gopassport.com).

The *ParkWhitePlains* app can be used at the following City-owned parking structures and lots:

Chester-Maple Garage  
Hamilton-Main Garage  
Library Garage  
Lexington-Grove West Garage (Galleria)  
Lexington-Grove East Garage (Galleria)  
TransCenter Garage  
Longview-Cromwell Garage  
Lyon Place Garage  
White Plains Center Garage (City Center)  
Waller-Maple Lot  
Court Street Lot  
Quarropas Lot  
Mamaroneck Avenue Lot  
Shapham Place Lot

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